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How Do We Assess this Mess? Assessing Webscale Discovery at FIU and UNF

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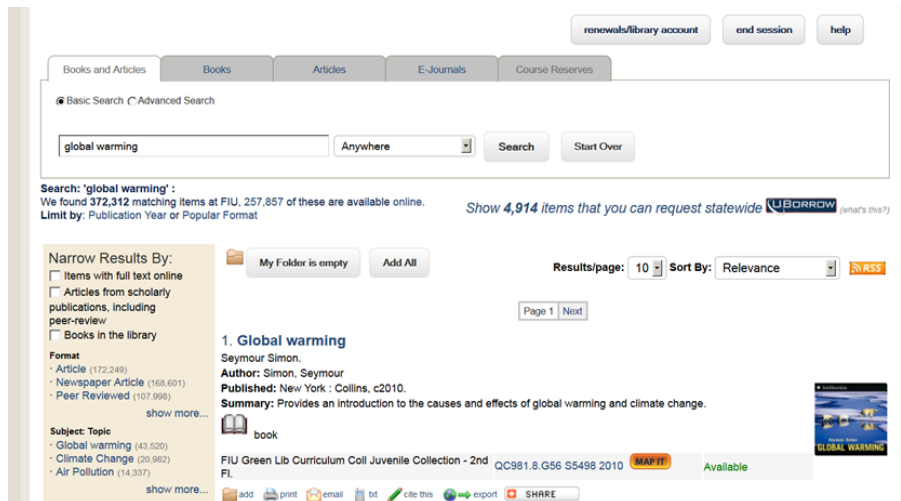
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How Do We Assess this Mess?

Assessing Webscale Discovery at
FIU and UNF

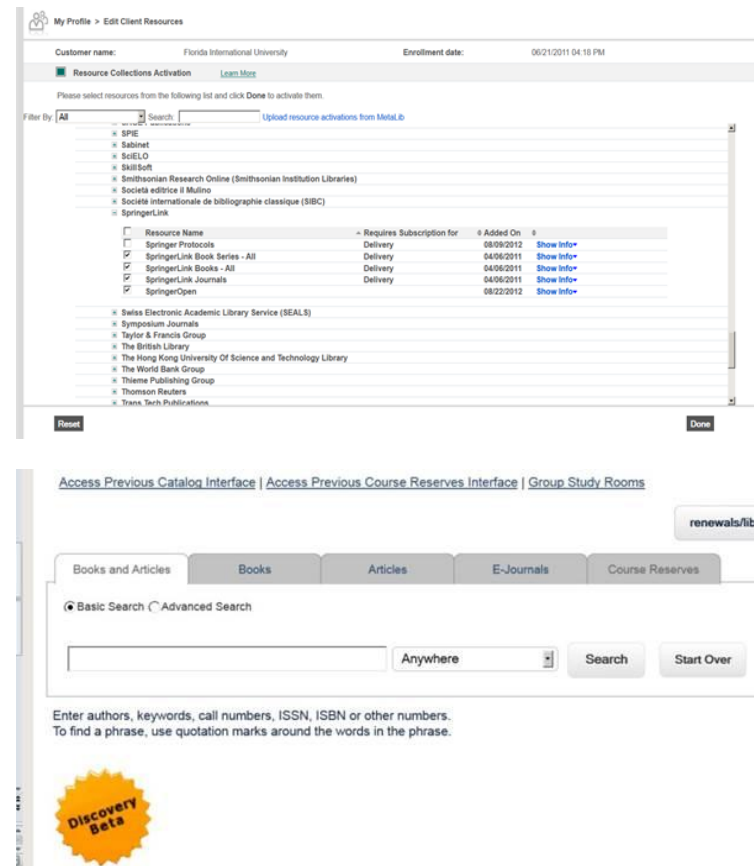
Background Information

- In July of 2011, the Florida Virtual Library provided the option of placing the Primo Central Index underneath the Mango Catalog Interface.
- In July of 2012, Florida International University decided to “activate” this feature of Mango to trial our first use of a Web Scale Discovery system.



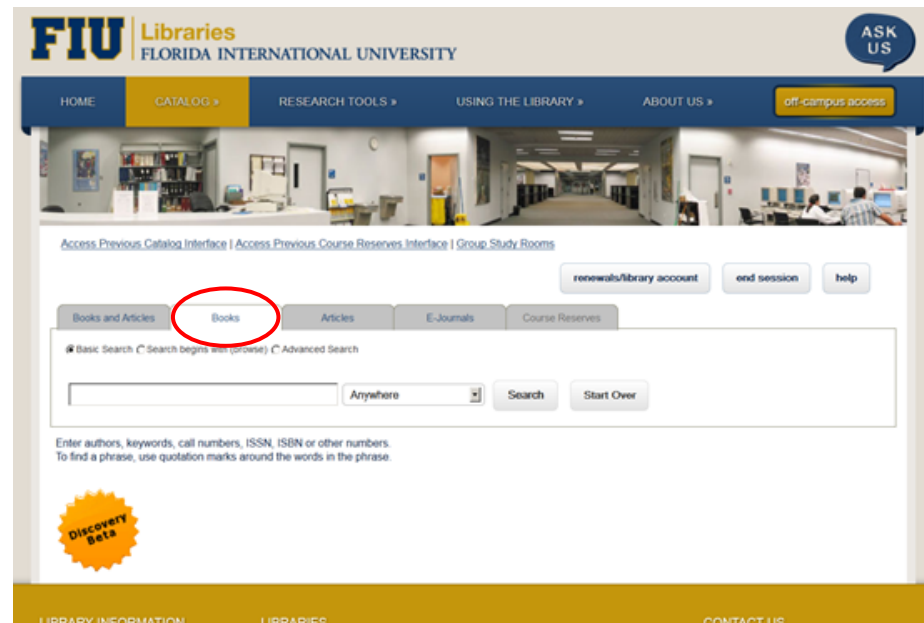
Implementation of PCI/Mango

- Informed FLVC that we would like to implement Primo Central Index in our library on a trial basis
- Set up our profiles within the Primo Central Index Administration Module.
- Made the “Books and Articles” tab, with the Primo Central Index, the default tab for searching the catalog.
- Included a "Discovery Beta" seal to let our users know of the new service.



Initial Problems and Changes

- Too much information!!!
- Changed the default tab to "Books" instead of "Books and Articles".



Google Analytics

- Florida Virtual Library collects Google Analytics for Mango.
- When reviewing the statistics from August – January, I was especially interested in the statistics after we had moved the default tab back to books:
 - Books = 450,602 page views
 - Books and Articles (PCI and Catalog) = 145,094 page views
 - Articles (PCI Only) = 245,406 page views
 - E-Journals = 37,639 page views
 - Total = 878,471
- These numbers show that our users clicked on the Primo Central Index Tabs 45% of the time.

User Focus Groups

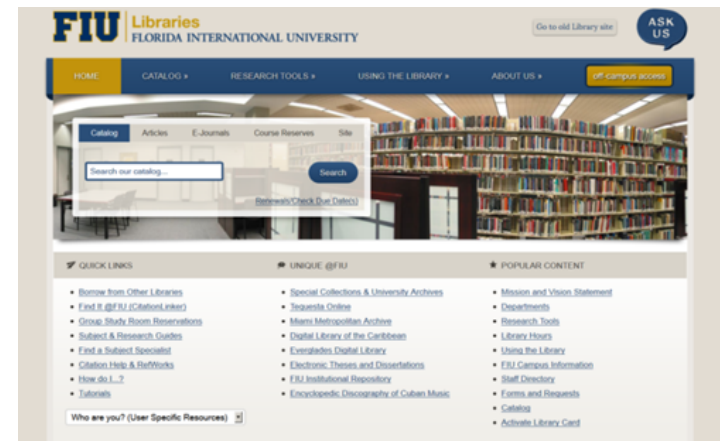
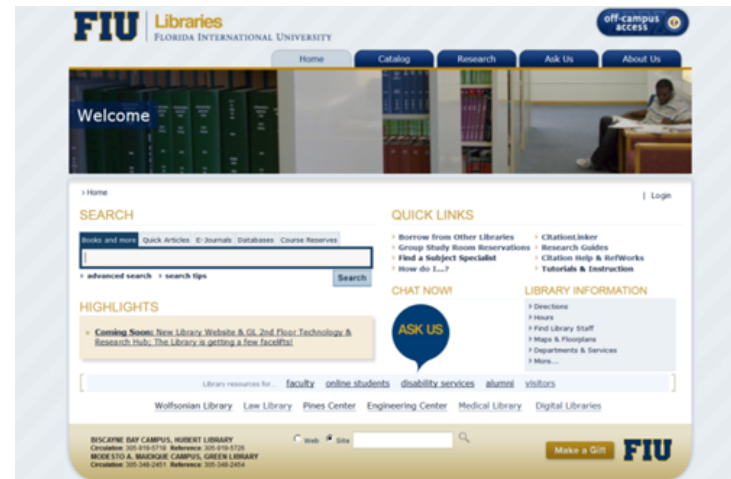
- The Google Analytics shows that our users are clicking on these tabs and performing searches but we cannot determine whether this kind of service is helpful to their research.
- To gather this information we are assembling three focus groups: undergraduates, graduates, and faculty.
- We will ask three questions:
 - ☐ What do you use the catalog for? Books? Articles? Both?
 - ☐ Have you used the Books and Articles or Articles (only) tabs? If so, did you find useful information?
 - What do you think of having one place to search both books and articles?

Task Analysis

- In addition to the Focus Groups we are also going to performing one on one task analysis with randomly selected users.
- By doing this task analysis we hope to find out if and how our users are using the Webscale Discovery option.
- Questions:
 - Where would you go to search for an article?
 - How would you narrow down your search in the catalog?
 - Where would you go to search both books and articles?

Roadblocks to Assessment

- Change in administration
- Focus on website redesign.
- Low Priority
- Change from FCLA to FLVC



Next Steps

- Review results of the User Focus Groups and Task Analysis
- Bring results to our Information & Research Services Department to determine if:
 - We want to continue with Primo Central Index under the Mango interface OR
 - ☐ Start researching other WSD options for FIU.
- Stay alert for the recommendation from the state on a statewide discovery service.
- After a year, check our vendor provided usage statistics to see if there are any noticeable increases in usage.

How do I figure "it" out?

How do I measure impact?

Which method is the best?

What Am I Doing?

Am I dealing with real numbers?

How do I analyze non-Counter reports?

Will there ever be a standard method of measurement?

UNF OneSearch Result List: search - Moodle Admin

File Edit View History Bookmarks Tools Help

UNF OneSearch Result List: search

Most Visited Getting Started Dictionary.com Find L... University of North Fla... EZproxy Administration Library Instruction Cal... UNF - Information Tec... Oprey Connector - Ts...

Reviews (311,207)

Show More

Subject

Publisher

Publication


Language

Geography

Location

Collection

Content Provider

3.  eBook


Improving speed and accuracy using Apache/Adobe AIR


By 'Al', Abbas, Oton, Birmingham : Packt Pub. Ltd., 2011. 01/01/2011 v. 226 p. : IL Language: English

An electronic book accessible through the World Wide Web; click to view

Subjects: Web **search** engines; Internet searching; Electronic books

Database: UNF eBook Collection

 Add to folder

4.  Academic Journal


When does repeated **search in scenes involve memory? Looking at versus looking for objects in scenes**



V5, Melissa L. H. Wolff, Jeremy R. ; Journal of Experimental Psychology: Human Perception and Performance, Vol 38(1), Feb, 2012, pp. 23-41. [Journal Article]


One might assume that familiarity with a scene or previous encounters with objects embedded in a scene would benefit subsequent search for those items. However, in a series of experiments we show...

Subjects: Episodic Memory; Visual Perception; Visual Search; Male; Female

Database: PsycARTICLES

 Add to folder

 HTML Full Text  PDF Full Text (223KB)


5.  Academic Journal



Advanced Search in Retreat


Online, 2012 Mar-Apr; 36 (2): 43-6. [Journal article - pictorial] ISSN: 0146-0422

Subjects: Internet; Information Retrieval; Search Engines

Database: CINAHL Plus with Full Text

 Add to folder

 HTML Full Text  PDF Full Text (359KB)

6.  eBook

Professional Microsoft **search [electronic resource] : FAST **search**, SharePoint **search**, and Search Server / Mark Bennett ... [et al.]**


Interpolic, Inc. : Wiley, c2010, 01/01/2010 xviii, 464 p. : IL : 24 cm. Language: English

An electronic book accessible through the World Wide Web; click to view

pt. 1. Introduction -- pt. 2. Implementing **search** -- pt. 3. Implementing **search** with ESF -- pt. 4. Enterprise **search** 2.0.

Subjects: Microsoft SharePoint [Electronic resource]; Query languages (Computer science) -- Computer programs; Management information systems; Internet programming; **Search** engines -- Computer programs; Internet searching -- Computer programs; Electronic books

Database: UNF eBook Collection

 Add to folder

The screenshot displays a Microsoft Excel spreadsheet titled "Impact.xlsx" used for comparing journal subscriptions across three years: 2010, 2011, and 2012. The spreadsheet is organized into columns for the years and rows for various journals. A bar chart on the right side of the spreadsheet visualizes the subscription data for each journal, with bars colored by year: blue for 2010, red for 2011, and green for 2012. The journals listed include AAAS*, ACS*, Cambridge*, Ebsco (Comm and Mass Media Comp)*, Emerald*, JAMA*, Jstor*, Mergent*, Nature*, Newsbank*, Oxford Music*, Oxford*, Sage*, Science Direct*, SIAM*, and Wiley Online*. The bar chart shows that Science Direct* has the highest subscription counts, followed by Wiley Online*. The data table below the chart provides the exact subscription counts for each journal across the three years.

Journal	2010	2011	2012
AAAS*	332	492	361
ACS*	723	991	1304
Cambridge*	424	827	551
Ebsco (Comm and Mass Media Comp)*	1765	3435	1849
Emerald*	535	613	458
JAMA*	465	516	336
Jstor*	13400	18998	14715
Mergent*	34	61	142
Nature*	284	330	267
Newsbank*	1719	849	3700
Oxford Music*	786	1817	2603
Oxford*	1362	1904	1192
Sage*	1028	3493	4901
Science Direct*	25242	24462	28081
SIAM*	18	1	10
Wiley Online*	4783	6527	4766



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Landing Pages

Exit Pages

Site Speed

Site Search

Events

AdSense

Experiments

In-Page Analytics

Conversions

Help

Content Overview

Help center

Pages

Oct 1, 2011 - Dec 31, 2012

Advanced Segments Email Export Add to Dashboard Shortcut

100% of pageviews: 100.00%

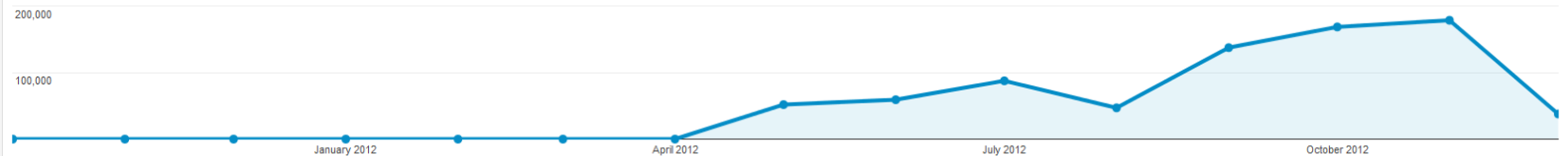
Explorer Navigation Summary In-Page

Site Usage

Pageviews VS. Select a metric

Day Week Month

Pageviews



Pageviews

767,427

% of Total: 100.00% (767,427)

Unique Pageviews

577,517

% of Total: 100.00% (577,517)

Avg. Time on Page

00:01:44

Site Avg: 00:01:44 (0.00%)

Entrances

110,452

% of Total: 100.00% (110,452)

Bounce Rate

25.10%

Site Avg: 25.10% (0.00%)

% Exit

14.39%

Site Avg: 14.39% (0.00%)

Page Value

\$0.00

% of Total: 0.00% (\$0.00)

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

advanced

	Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1.	UNF OneSearch: Basic Search	32,777	29,959	00:00:51	6,919	11.55%	11.23%	\$0.00
2.	UNF OneSearch: Advanced Search	12,575	11,191	00:00:48	285	8.42%	5.80%	\$0.00
3.	EBSCOhost Discovery Service: Basic Search	11,720	10,499	00:00:49	2,164	12.52%	11.37%	\$0.00
4.	EBSCOhost Discovery Service: Advanced Search	4,075	3,654	00:00:46	55	3.64%	5.64%	\$0.00
5.	UNF OneSearch	895	627	00:00:52	12	8.33%	5.47%	\$0.00
6.	UNF OneSearch: Result List: "spinal stenosis"	776	548	00:02:17	92	2.17%	5.93%	\$0.00
7.	UNF OneSearch: Result List	690	628	00:01:30	465	38.06%	33.19%	\$0.00
8.	UNF OneSearch: Result List: abortion	509	341	00:01:21	91	6.59%	7.07%	\$0.00



Thomas G. Carpenter Library Statistics Dashboard



Patron Counter

Lab Usage

Electronic Discovery

LibAnswers

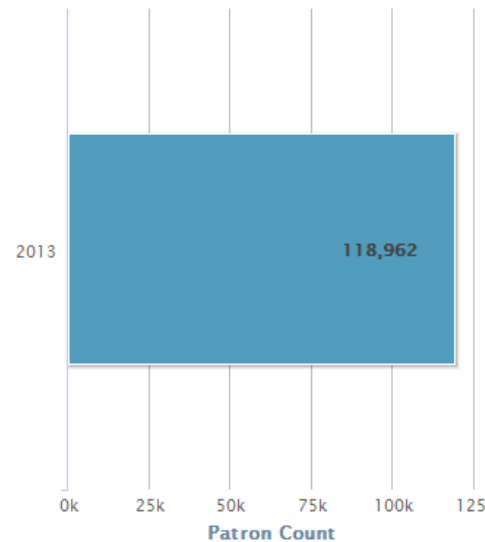
Patron Counter Data

Year-to-Date Count	118,962
Month-to-Date Count	132,135
Week-to-Date Count	16,810
Today's Count	1,345

Graph

Data

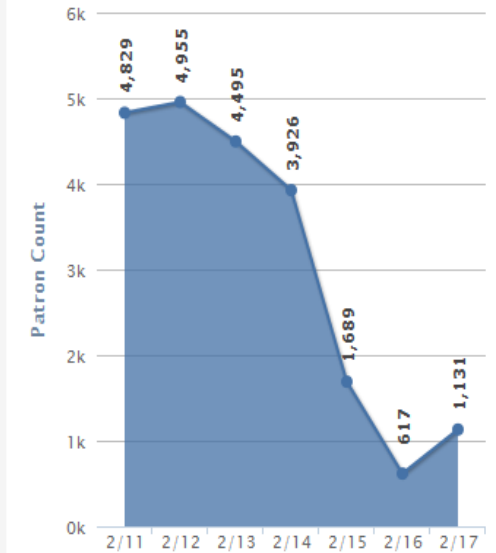
Patron Count By Year



Graph

Data

Patron Count (Last 7 Days)



Computer Lab Usage

Graph

Data

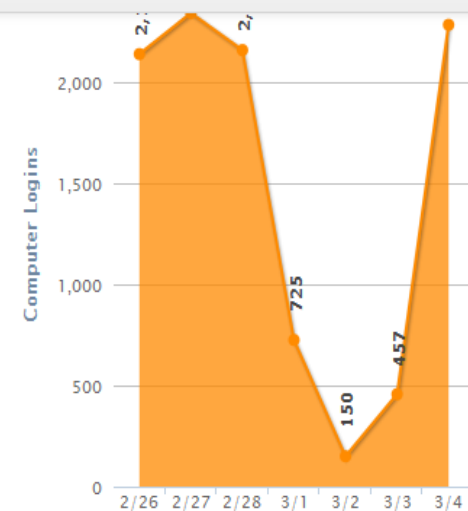
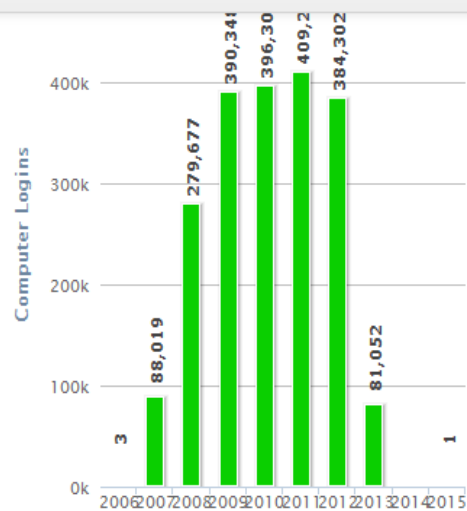
Graph

Data

[Patron Counter](#)[Lab Usage](#)[Electronic Discovery](#)[LibAnswers](#)

Today's Count

81



Electronic Discovery

Year-to-Date Count

Month-to-Date Count

Week-to-Date Count

Today's Count

[Graph](#)[Data](#)[Graph](#)[Data](#)

LibAnswers

Year-to-Date Count

Month-to-Date Count

Week-to-Date Count

Today's Count

[Graph](#)[Data](#)[Graph](#)[Data](#)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Vendor	Fulltext Journal Requests	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Totals	Cost
2	AAAS	Science	64	57	113	122	179	24							559	
3	Accessible Archives	Accessible Archives	3	2	5	83	58	32	81						264	
4	ACM	ACM Digital Library	24	62	114	93	112	12							417	
5	ACS	American Chemical Society Web Editions	234	273	286	621	611	148	508						2,681	
6	AMS	American Mathematical Society	4	0	5	7	18	0	10						44	
7	APS	PROLA	3	6	12	50	43	16	12						142	
8	ALLEN PRESS	BioOne	107	22	164	128	80	8	275						784	
9	BRITANNICA (BOL Document)	Encyclopedia Britannica	1050	2143	3470	3997	4,837	2274	2629						20400	
10	CAMBRIDGE UNIVERSITY	Cambridge Journals Online	151	99	238	305	512	79	211						1,595	
11	CHADWYCK-HEALEY (Not Counter)	African American Biographical Database	0	0	2	6	0	0	2						10	
12	CHADWYCK-HEALEY (Not Counter)	Lion	229	21	50	68	46	24	19						457	
13	CREDOreference (Sessions)	CREDOreference	92	80	315	237	269	57	69						1,119	
14	EBRARY ACADEMIC COMPLETE (Sessions)	Ebrary Academic Complete	43	36	190	115	129	27	58						598	
15	Ebsco	Academic Search Complete	5088	2116	7497	10542	11066	2210	4362						37793	
16	Ebsco	Applied Science & Technology Full Text (H.W. Wilson)	19	24	136	95	54	24	29						362	
17	Ebsco	Applied Science & Technology Source						2	0						2	
18	Ebsco	Art & Architecture Complete	480	33	165	115	153	19	98						583	
19	Ebsco	Art Full Text (H.W. Wilson)	327	40	108	151	313	48	153						813	
20	Ebsco	Biological & Agricultural Index Plus (H.W. Wilson)	1	0	1	2	0	0	0						3	
21	Ebsco	Business Abstracts with Full Text (H.W. Wilson)	20	2	54	37	76	11	8						188	
22	Ebsco	Business Source Complete	1794	1436	3715	5320	5217	770	2487						18945	
23	Ebsco	CINAHL	11	0	4	5	6	1	2						18	
24	Ebsco	CINAHL Plus with Full Text	3192	1559	5648	6770	7137	950	3658						25722	
25	Ebsco	Communication & Mass Media Complete	341	148	607	1026	606	113	584						3084	
26	Ebsco	Computers & Applied Sciences Complete	80	67	152	197	165	69	100						750	
27	Ebsco	eBook Academic Collection (EBSCOhost)	11	3	1864	2552	3866	945	251						5481	
28	Ebsco	eBook Collection (EBSCOhost)	1614	1270	1446	1202	1675	416	2237						8246	
29	Ebsco	Education Full Text (H.W. Wilson)	622	176	1124	891	703	181	668						3743	
30	Ebsco	Education Research Complete	1339	562	1977	2148	1817	674	2190						9368	
31	Ebsco	Environment Complete	166	73	337	322	324	83	389						1528	
32	Ebsco	General Science Full Text (H.W. Wilson)	30	14	65	98	75	8	23						283	
33	Ebsco	Humanities Full Text (H.W. Wilson)	183	83	237	170	396	77	198						1161	
34	Ebsco	Humanities International Complete	597	142	481	810	797	253	447						2930	
35	Ebsco	Humanities Source						0	12						12	
36	Ebsco	Index to Legal Periodicals & Books Full Text (H.W. Wilson)	116	77	159	444	556	116	160						160	
37	Ebsco	Legal Source						0	4						4	
38	Ebsco	Library & Information Science Source						0	8						8	
39	Ebsco	Library Literature & Information Science Full Text (H.W. Wilson)	24	13	43	77	54	21	30						238	
40	Ebsco	OmniFile Full Text Mega (H.W. Wilson)	1302	504	1622	2224	1945	517	1266						8078	
41	Ebsco	Readers' Guide Full Text Mega (H.W. Wilson)	7	2	13	12	21	0	6						54	
42	Ebsco	Social Sciences Full Text (H.W. Wilson)	662	288	92	186	177	91	55						689	
43	Ebsco	SPORTDiscus with Full Text	1146	513	1935	2645	2760	519	2016						10388	
44	Ebsco	UNF Catalog	0	0	0	0	0	0	2						2	
45	Ebsco	UNF Digital Commons	0	0	0	0	0	0	0						0	
46	Edinburgh University Press	Edinburgh University Press	1	0	1	0	0	0	0						2	
47	EDITLIB (Not Counter)	AACE	7	11	93	15	14	10	83						233	
48	EL SEVIER	ScienceDirect	6296	3,542	10,587	10,999	10,889	2,554	6994						51,861	
49	EMERALD FULLTEXT	Emerald	134	153	308	252	269	76	217						1,409	
50	GALEGROUP (Not Counter)	Academic OneFile	230	55	299										584	
51	GALEGROUP (Not Counter)	Agriculture Collection	2	2	9										13	
52	GALEGROUP (Not Counter)	Biography and Genealogy Master Index													0	
53	GALEGROUP (Not Counter)	Biography In Context	0	9	3										12	
54	GALEGROUP (Not Counter)	Business and Company ASAP													0	
55	GALEGROUP (Not Counter)	Business and Company Resource Center													0	

How do I figure "it" out?

How do I measure impact?

Which method is the best?

What Am I Doing?

Am I dealing with real numbers?

How do I analyze non-Counter reports?

Will there ever be a standard method of measurement?